

### **ABSTRACT OF THE DISCLOSURE**

A color display includes an array of light emitting pixels, each pixel having a plurality of color light emitting elements for emitting different colors of light and at least one additional light emitting element for emitting white

5 light, and wherein the power efficiency of the additional light emitting element is higher than the power efficiency of at least one of the color light emitting elements; means for generating a brightness control signal; and means responsive to the brightness control signal and a color display signal for generating a white display signal for driving the white light emitting element(s).